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| PROJECT TITLE: Title here  CONTACT: name here | |
| DESIGN BRIEF  We recommend that you read through this template and gather all the information you need before completing it. For further guidance on completing this template and to see two example design briefs visit the Brand Site (http://brand.britishcouncil.org/visual-identity/commissioning-design/how-to-write-a-good-brief/). | |
| www.britishcouncil.org | |
| **Project/programme background – set the scene, what do we need to know about your project?**  *Imagine this is the only detail we have on this project. What do we need to know? Highlight any points  that are particularly relevant. Try* *to be concise. You should be able to complete this section in less than 100 words.* |
| *Please delete the text in red when you have completed this section.* In this section you should describe the project that this relates to. Assume that the reader does not know about your project. Include details such as project aims and the activities delivered to achieve those aims.  You don’t need to include details about specific audiences because these will be addressed later  on in this template.  Don’t simply provide a URL to a webpage. URLs can be included in the **Attachments and further information** section at the end of this document.  Start here. Table body, Arial 11. |
| **What is the challenge?**  *Please identify any specific issues which you would like to address through this piece of work.* |
| *Please delete the text in red when you have completed this section.* This is where you get to explain the challenge(s) that you want to overcome. It can be as succinct or as long as you think it needs to be, but it should describe the challenge completely. Consider opportunities that you want to take advantage of as well. Think about your audience and how their perceptions are driving this change. Also consider what it is that you want to communicate to them.  You don’t need to include specific details about your audience or market research. These will be addressed later on in this template.  Start here. Table body, Arial 11. |
| **What are your aims and objectives?**  *It is vital that you clearly set out your objectives and identify the aims for this work. Try and include as much information as possible.* |
| *Please delete the text in red when you have completed this section.* Your aims and objectives should be linked to the challenge(s) you outlined above. Don’t list all the outputs for the work. Start by stating your aim and what it is that you want to create. Your aim should be relevant to your audience and what they need so think about who will use what you create and how they will use it. For example, if you’re creating a visual style you will also need to create guidelines and templates as well.  In this section you don’t need to include details about the British Council’s brand guidelines because you will do that in the next section.  Start here. Table body, Arial 11. |

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| **Brand guidelines** *All projects that are solely owned by the British Council should be instantly recognisable as the British Council and follow our brand guidelines. If your project already has a visual style and templates you should include those details here.* |
| *Please delete the text in red when you have completed this section.* All projects that are solely owned by the British Council must be within our guidelines and in this section you need to state the brand requirements.  Five brand elements, including the British Council logo, are mandatory. These are listed in the example below and should be included in any design brief. Although some things are mandatory, there is still plenty of room for creativity. However, we do not create project/programme specific logos.  Consider using the promotional toolkit (<http://brand.britishcouncil.org/visual-identity/print-applications/promotional-toolkit/>) as a basis for your design. The promotional toolkit is flexible and can help you create professional-looking materials that are recognisable as British Council communications. Colleagues in Arts must use the arts toolkit (<http://brand.britishcouncil.org/visual-identity/arts/>), which can be downloaded from the Brand Site. If you work in MENA contact the Regional Marketing Team for access to the MENA toolkit.  Include URLs to relevant webpages for further reading.  If you’re working on a partnership project refer to the partnerships toolkit (<http://brand.britishcouncil.org/partnerships/>) on the Brand Site before completing this section. The toolkit will help you define the type of partnership we are entering in to and what our preferred brand position is.  The British Council’s brand guidelines are available online and suppliers need to register for access. Please visit <http://brand.britishcouncil.org> and click on ‘register’. We recommend that you register at the earliest opportunity because it can take up to 48 hour to verify requests.  The following inclusions are mandatory:  **1. The British Council logo**  <http://brand.britishcouncil.org/visual-identity/our-logo/>  a) Use the correct version of the logo  [http://brand.britishcouncil.org/visual-identity/our-logo/when-to-use-the-black-or-white-version-ofthe-](http://brand.britishcouncil.org/visual-identity/our-logo/when-to-use-the-black-or-white-version-of-the-logo/)  [logo/](http://brand.britishcouncil.org/visual-identity/our-logo/when-to-use-the-black-or-white-version-of-the-logo/)  b) Follow our logo size and positioning guide  <http://brand.britishcouncil.org/visual-identity/our-logo/logo-size-and-positioning/>  **2. British Council Sans, which is our corporate typeface**  <http://brand.britishcouncil.org/visual-identity/our-typeface/>  **3. The British Council’s style of photography**  <http://brand.britishcouncil.org/visual-identity/photography/our-style-of-photography/>  **4. All communications must use the British Council’s tone of voice**  <http://brand.britishcouncil.org/tone-of-voice/our-tone-of-voice/>  **5. The British Council’s editorial house style is part of the brand guidelines**  <http://brand.britishcouncil.org/tone-of-voice/our-style-guide/>.  It’s important that our communications are accessible to the widest audience possible and we have  accessibility guidelines, which must be considered – <http://brand.britishcouncil.org/visual-identity/equalopportunities-and-diversity/accessibility/>. |
| **Key messages**  *List the key messages that should be reflected through text or that you want to be reflected visually through other elements of the design.* |
| *Please delete the text in red when you have completed this section.* Corporate messaging is on the Brand Site (<http://brand.britishcouncil.org/brand-framework/our-messaging/>), which includes standard text about the British Council. This should be used before you talk about our work in a particular country or programme/project.  You may already have project/programme messages and if so you should include those here. Colleagues that work in English should use the [English messaging toolkit](http://intranet.britishcouncil.org/TeachingandExams/GlobalEnglish/Pages/Toolkit.aspx) on the intranet. Links to strategic business unit (SBU) messaging will be available on the Brand Site. Consider whether you need specific messaging developed such as straplines or single line descriptors.  Start here. Table body, Arial 11. |
| **How will success be measured?**  *If not relevant please go to next point.* |
| *Please delete the text in red when you have completed this section.* Using your aims and objectives identify the key performance areas that will determine whether the creative solution is a success.  Start here. Table body, Arial 11. |
| **Who is your target audience?**  *Who should the materials be targeting and talking to?* |
| *Please delete the text in red when you have completed this section.* This is where you get to explain who your audience is and what they are interested in. [Market insight](http://intranet.britishcouncil.org/uk/sites/Marcom/mdb/default.aspx) might help with this.  You might start by defining the scale of your audience (if known). The more specific you can be in defining your audience the better. Try and segment your audience by age, gender, profession if possible. You may have a primary audience and secondary audiences.  Try and explain what your audience is interested in. You need to know about their needs, wishes, worries and aspirations. Try to get to know them by reading the things they read. Visit the websites they visit. Be aware of the other types of communication they are exposed to.  Start here. Table body, Arial 11. |

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| **Competitor analysis and market intelligence**  *What are the main benefits of your project/programme? Audience proposition/unique selling point etc.* |
| *Please delete the text in red when you have completed this section.* Think about what makes your product or project unique and explain why. Explain what sets it apart from competitors. You can include web links to competitor products or projects, but you should also include a summary.  Start here. Table body, Arial 11. |
| **What do you want?**  *Here is where you list all the outputs or deliverables you require. Remember to leave scope for your design agency to advise you – they may think of solutions you have not considered. If your outputs include social media and digital assets which would like to promote via our corporate digital platforms please refer to the submission guidelines on the intranet:* <http://intranet.britishcouncil.org/comms/corporate/Pages/Default.aspx>*:* |
| *Please delete the text in red when you have completed this section.* As well as listing what you need you should also make clear what format and size you need it in.  There are lots of technical considerations and a good agency will discuss those with you, but you still need to be clear in explaining what you want. Don’t assume that artwork designed for one purpose will be transferrable to another. For example, a brochure for web use will need to be formatted differently from a printed brochure so if you need your brochure to be dual purpose make that clear.  If you require Adobe InDesign templates it’s advisable to specify that they need to be compatible with previous versions of the software because many agencies do not use up-to-date software.  Start here. Table body, Arial 11. |
| **Imagery**  *What images do you require? Asset Bank or other image library search, commissioned photo shoot.* |
| *Please delete the text in red when you have completed this section.* Use the Asset Bank to select your images where possible. This is the best way to ensure that your imagery reflects the brand. Think about the content of the images and try and explain what types of images you need.  If you cannot find the image that you require in the Asset Bank images can be purchased from commercial libraries, such as Getty Images or iStock. If the images you require are not available hiring a professional photographer is recommended.  In some circumstances you may need to convey a more abstract idea which would be better expressed through an illustration or animation. In which case you should refer to our illustration guidelines on the Brand Site (<http://brand.britishcouncil.org/visual-identity/illustrations/>).  Start here. Table body, Arial 11. |

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| **Editorial**  *What editorial services will you require? Copywriting, editing for tone of voice, proofreading.* |
| *Please delete the text in red when you have completed this section.* In this section you need to advise who will be providing the copy. If you’re providing the copy make sure that somebody else proofreads it first. This should be done before you send it to the supplier.  If you are working with the British Council’s Design Team they will review all copy to make sure that it adheres to our house style and tone of voice standards. However, external agencies will not provide the same service unless you ask for it. Even if you are working with an external design agency you can still commission editorial services from the in-house Design Team.  If you want the agency to review your copy please make sure to refer them to our guidelines on the Brand Site. Include these useful links:  [http://brand.britishcouncil.org/tone-of-voice/our-style-guide/](http://brand.britishcouncil.org/tone-of-voice/our-style-guide/%20)  [http://brand.britishcouncil.org/tone-of-voice/](http://brand.britishcouncil.org/tone-of-voice/%20)  For bespoke pieces that will have a wide distribution or a long shelf life you may consider commissioning a copywriter.  Start here. Table body, Arial 11. |
| **The details**  *Please supply the information below to help us plan for your project.* |
| **What is your budget?**  *This should contain all the detail on* ***total budget*** *available for this project, and any additional considerations that are important to the output. (e.g. do you require printed brochures?)* |
| *Please delete the text in red when you have completed this section.* If you have a fixed budget make sure that you are clear on the number of revisions you wish to make. Include the minimum number of revisions you need.  Start here. Table body, Arial 11. |
| **What are your timings?**  *When do you require the* ***finished*** *materials? For example, is there an event which this material will be needed by? Think about who will be involved in the approvals process and when they will be available to review the work. If printed materials are required, please advise so we can plan this into the overall timings.* |
| *Please delete the text in red when you have completed this section.* Whatever the final output is make sure that you think about delivery as well.  Start here. Table body, Arial 11. |
| **What content will be provided?**  *List here any content which you have, or will be supplying. For example Word documents, images, charts, data. This could be raw data through to approved copy (Please note: all copy is reviewed by our Editor to ensure it is in line with the British Council tone of voice and house style).* |
| Start here. Table body, Arial 11. |
| **Attachments and further information**  *Please tick any applicable and include any other detail, not yet referenced above, that you feel we need to know for this project, below.* |
| Cultural considerations    Translation / language requirements  Distribution  Previous activity / existing materials  Start here. Table body, Arial 11. |